



SENTIENT JET NAMED PREFERRED PRIVATE AVIATION PARTNER OF THE KENTUCKY DERBY, KENTUCKY OAKS AND CHURCHILL DOWNS

Derby Air powered by Sentient Jet to Offer Mansion Ticketholders Roundtrip Travel to Churchill Downs

BRAINTREE, MA and LOUISVILLE, KY – February 15, 2016 – Sentient Jet, a Directional Aviation company, is pleased to announce that it has been named the Preferred Private Aviation Partner of the **Kentucky Derby Presented by Yum! Brands** and **Longines Kentucky Oaks**, and **Churchill Downs Racetrack**, the home track to both events and an eight-time host of the Breeders' Cup World Championships, a longtime Sentient Jet partner.

As part of the multi-year agreement, Sentient Jet will offer exclusive benefits to Churchill Downs' Kentucky Derby and Kentucky Oaks guests and introduce a new Kentucky Derby-themed flight card. The card will include premier tickets to the Kentucky Derby and Kentucky Oaks, a VIP experience at the events and distinctive amenities, in addition to the Sentient Jet Card's signature 25 hours of luxurious private jet flight time and other exclusive cardholder perks and benefits.

The partnership enables Kentucky Derby and Oaks attendees who have purchased tickets in The Mansion, the elegant Churchill Downs venue that provides its highest level of luxury and guest service, to have access to Derby Air powered by Sentient Jet, through which they can book private travel to-and-from Louisville with the help of a private concierge team.

"We are thrilled to be the Preferred Private Aviation Partner of the renowned and exhilarating Kentucky Derby and Kentucky Oaks races, and of the beautiful and historic Churchill Downs Racetrack," said Andrew Collins, President and CEO of Sentient Jet. "We look forward to bringing the flexibility of the jet card and our unparalleled customer service to horsemen, VIP ticket holders and attendees alike."

In addition to developing new benefits for Derby and Oaks attendees, Sentient Jet will also provide existing Cardholders with preferred access to Kentucky Derby tickets through Churchill Downs and Quint Events. Cardholders flying to Louisville for the Kentucky Derby and Oaks will be provided with a curated Kentucky Derby experience including a mini-bar outfitted with ingredients for both Mint Juleps, the traditional drink of the Kentucky Derby for nearly a century, and Oaks Lilies, the official drink of the Kentucky Oaks.

"Churchill Downs is pleased to welcome Sentient Jet as the Preferred Private Aviation Partner of our track and its world-renowned signature events, the Kentucky Derby and Kentucky Oaks," said Kevin Flanery, president of Churchill Downs Racetrack. "Sentient Jet provides a unique service that is a perfect complement to the unique experience of The Mansion, which is unparalleled in the world of sports entertainment."

The Kentucky Derby, held annually without interruption since its first running in 1875, is America's greatest horse race and one of the most prestigious sports events in the world. The 2015 renewal on the Derby's traditional date of the first Saturday in May attracted a record attendance of 170,513. The Kentucky Derby is the first leg of the Triple Crown, a series of three classic races for 3-year-old Thoroughbreds and was won last year by American Pharoah, who became only the 12th horse, and the first since 1978, to sweep the series. The Kentucky Oaks, a race for 3-year-old fillies renewed annually on the eve of the Kentucky Derby, also dates to 1875 and also set an attendance record in 2015 when 123,763 attended the event.

Sentient Jet offers its 25-Hour Jet Card in four jet-size options, allowing clients to purchase flight time on Light, Mid, Super-Mid and Heavy aircraft as well as in two age classes (Preferred and Select), starting at just \$124,825. Sentient Jet Cardholders receive a rare combination of industry leading service at a tremendous value, complete with a one-year lock on both hourly rates and fuel surcharges, with the added bonus of 15% discounts on hourly pricing for qualifying travel.

About Sentient Jet

Founded in 1999 and now an integral part of Directional Aviation, Sentient Jet is one of the leading private aviation companies in the country. The Sentient Jet Card Program offers clients the flexibility and convenience of flying private for their personal and business air travel needs with industry-leading value. Sentient Jet is known for outstanding service and a commitment to safety programs, including the industry's first and only Independent Safety Advisory Board. Sentient Jet's extensive network of certified operators ensures that clients will always have access to executive aircraft that meet their rigorous standards for safety and quality. Visit sentient.com for more information. You can also follow Sentient Jet on social media platforms, including [Twitter](#) and [Facebook](#).

Media Contact:

Nike Communications, Inc.
Hayley Karlan
HKarlan@nikecomm.com
646-654-3445

###